

Tell Us Where You're Headed!

Help us get to know and serve you better by taking a moment to send us the latest news about yourself.
Fold, seal and mail before 1/31/98. Limited to smokers 21 years of age or older.

9999999999999999

Sample A. Sample
123 Any Street
Anytown, US 12345-1234

Please make any address corrections below.

☐ Mr. ☐ Male
☐ Mrs. ☐ Female
☐ Ms.
Address _____

City _____ State _____ ZIP _____

Phone (____) _____

By responding to the following survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail subject to applicable federal and state laws. Limited to smokers 21 years of age or older.

SIGNATURE _____ BIRTH DATE _____ TODAY'S DATE _____
(required) (required) Month Day Year Month Day Year

Do you have a friend, 21 years of age or older, who smokes and would like to receive cigarette coupons and branded incentive items in the mail? Please print full name and phone number.

Name _____ Phone Number _____

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?
_____ (brand name)

7. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?
Frequently Occasionally Never

2a. Is your regular brand...? (Check one.)

☐ Regular/King Size ☐ 100's ☐ 120's

I look for special offers for my regular brand... ☐ ☐ ☐

- 2b. Is your regular brand...? (Check one.)

☐ Menthol ☐ Non-Menthol

I take advantage of special offers for brands other than my regular brand... ☐ ☐ ☐

- 2c. Is your regular brand...? (Check one.)

☐ Full Flavor ☐ Light/Mild ☐ Lowest/tar mg Tar
☐ Medium ☐ Ultra/Extra Low Tar

8. Please fill in all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton = 10 packs.)

- 2d. Do you usually buy it by the...?

☐ Pack ☐ Carton ☐ Both Ways

Brand Name _____ # of Packs _____

3. How long have you smoked this brand?

☐ Less than 1 year ☐ 2 to 3 years ☐ Over 5 years
☐ 1 to 2 years ☐ 3 to 5 years

Brand Name _____ # of Packs _____

4. The next time you go to the store, if your regular brand were not available,

☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

9. Which other brands would you consider buying? (Check all that apply.)

<input type="checkbox"/> Alpine	<input type="checkbox"/> Doral	<input type="checkbox"/> New	<input type="checkbox"/> Virginia
<input type="checkbox"/> Basic	<input type="checkbox"/> GPC	<input type="checkbox"/> Parliament	<input type="checkbox"/> Slims
<input type="checkbox"/> Benson	<input type="checkbox"/> Kent	<input type="checkbox"/> Salem	<input type="checkbox"/> Winston
<input type="checkbox"/> & Hedges	<input type="checkbox"/> Kool	<input type="checkbox"/> Stone	<input type="checkbox"/> None
<input type="checkbox"/> Cambridge	<input type="checkbox"/> Marlboro	<input type="checkbox"/> Brand/	<input type="checkbox"/> Other
<input type="checkbox"/> Camel	<input type="checkbox"/> Merit	<input type="checkbox"/> Generic	
<input type="checkbox"/> Capri	<input type="checkbox"/> Misty	<input type="checkbox"/> True	
<input type="checkbox"/> Carlton	<input type="checkbox"/> Newport	<input type="checkbox"/> Vantage	

5. What, if any, was your previous brand?
_____ (brand name)

6. Which of the following statements best describes the way you use cigarette coupons? (Check one; answer below.)

☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

10. Which of the following best describes you? (Check one.)

☐ White ☐ Asian
☐ African-American ☐ Hispanic
☐ American Indian ☐ Other

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